

IF YOU HAVEN'T ALREADY CLUED US IN, NOW'S YOUR CHANCE.

Use the space below to print name and address corrections only.

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Sample A. Samples
123 Any Street
Anytown, US 00000

Free Lighter Offer good until September 30, 1995. Please allow 10-12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected or mutilated mail. Offer good only in U.S.A., and limited to one per person. Void where prohibited, taxed or licensed. Offer void to employees of Philip Morris and its advertising agencies.

By responding to the following survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal laws.

Signature
(required)

Birth Date
(required)

Month / Day / Year

FOR SMOKERS AGE 21 OR OLDER.

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?

(brand)

2. Is your regular brand...? (Check one.)

☐ Regular/ ☐ 100's ☐ 120's
King Size

3. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)

☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)

☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
☐ Lights/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy... by the...? (Check one.)

☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?

☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

8. What, if any, was your previous brand?

(brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)

☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine ☐ GPC ☐ Pyramid
☐ Basic ☐ Kent ☐ Raleigh Extra
☐ Benson & ☐ Kool ☐ Salem
☐ Hedges ☐ Magna ☐ Sterling
☐ Best Buy ☐ Marlboro ☐ Store Brand/
☐ Bristol ☐ Ment ☐ Generic
☐ Misty ☐ Superslims
☐ Bucks ☐ Monarch ☐ True
☐ Cambridge ☐ Montclair ☐ Vantage
☐ Camel ☐ More ☐ Viceroy
☐ Capri ☐ Newport ☐ Virginia Slims
☐ Carlton ☐ Now ☐ Winston
☐ Doral ☐ Parliament

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name

of Packs

13. Where do you usually buy your cigarettes? (Check one.)

☐ Supermarket Chain ☐ Discount Store
☐ Neighborhood Grocery ☐ Drug Store/
☐ Convenience/Gas Station ☐ Pharmacy

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

(Check one) ☐ Frequently ☐ Occasionally ☐ Never

I look for special offers for my regular brand... ☐ ☐ ☐

I take advantage of special offers for brands other than my regular brand... ☐ ☐ ☐

15. Which of the following best describes you? (Check one.)

☐ White ☐ Hispanic ☐ Asian
☐ African-American ☐ Other
☐ American Indian

16. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name MI Last Name

Birth Date Regular Brand

First Name MI Last Name

Birth Date Regular Brand

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**FREE
LIGHTER WHEN
YOU MAIL IN
THIS COMPLETED
SURVEY**

Moisten to seal.

MANUFACTURER'S COUPON

EXPIRES 9/30/95

**\$1.50 OFF CARTON
OR 5 PACKS**

Get \$1.50 off any carton or five packs of Basic (any style)

IT TASTES GOOD. IT COSTS LESS.

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Basic

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